



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Australian Volleyball Federation

MAY 2011



INTRODUCTION

The Active After-school Communities (AASC) program has now been running for over six years. During that time the program has liaised with state and national sporting organisations to help local clubs increase their membership base by exposing primary school aged children to their sport.

Two years ago the Australian Sports Commission (ASC) started to prepare specific National Sporting Organisation (NSO) Reports to detail each sport's involvement in the AASC program. These reports combine a statistical analysis as well as a qualitative review of the information, some examples of best practice case studies and any media articles that may have been generated.

The intent of these reports is for NSOs to utilise the information at a national, state and regional level to help develop their sport. I would also encourage NSOs to use the report as a basis for the sport development officers and the AASC's Regional Coordinators to collaborate and plan deliberate strategies for upcoming terms to promote the transition of children, families and new coaches from the AASC program into respective feeder clubs.

Some transition strategies that have proved successful for many sports are as follows:

- Coordinating a 'Come 'n Try Gala Day' at the end of a term.
- Delivering a clinic at selected sites to promote membership to a designated feeder club or participation in a modified junior sport program.
- Coordinating a cluster of schools/Outside School Hours Care Services (OSHCS) to attend the local club and organise a registration or promotional day.
- Coordinating registration days at participating sites.
- Providing promotional material to sites for coaches to distribute to participating children and their families.

Where sports identify specific development objectives within a particular region/state, the AASC program, through its locally based network of regional coordinators, can provide the opportunity to discuss how the program could assist in meeting these outcomes. Some methods to do this include:

- Actively encouraging schools/OSHCS to deliver that sport in a term that precedes the commencement of the sport season, and therefore feed into registration events
- Actively encouraging participation by schools/OSHCS within identified priority areas for growth or expansion of the sport

EXECUTIVE SUMMARY

This 2011 Report is again a combination of quantitative and qualitative information related to specific sports. The report looks at where Volleyball has achieved the greatest success in terms of participation rates and/or growth of AASC program participation.

The following information is included in this report:

- A statistical snapshot of Volleyball in the AASC program nation-wide, and also by state and region.
- Examples of any targeted partnerships that were developed during 2010.
- A list of organisations and private providers that delivered Volleyball programs in 2010.
- Any media articles that were generated in relation to the AASC program and Volleyball .

NATIONAL SNAPSHOT — VOLLEYBALL IN THE AASC PROGRAM

Delivery of Volleyball programs

Each Semester, schools and OSHCS identify the sports and activities they would like delivered to the children participating within the AASC program. Activities are generally selected in consultation with the children and or the teachers involved, to identify what would be the most suitable program to engage traditionally inactive children.

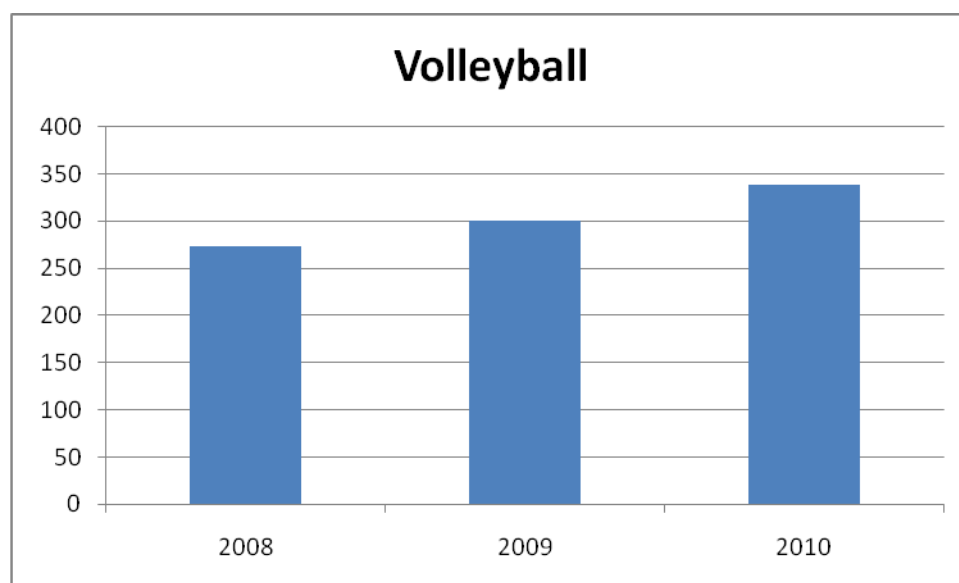


Figure 1: Number of Volleyball programs conducted during 2008–2010

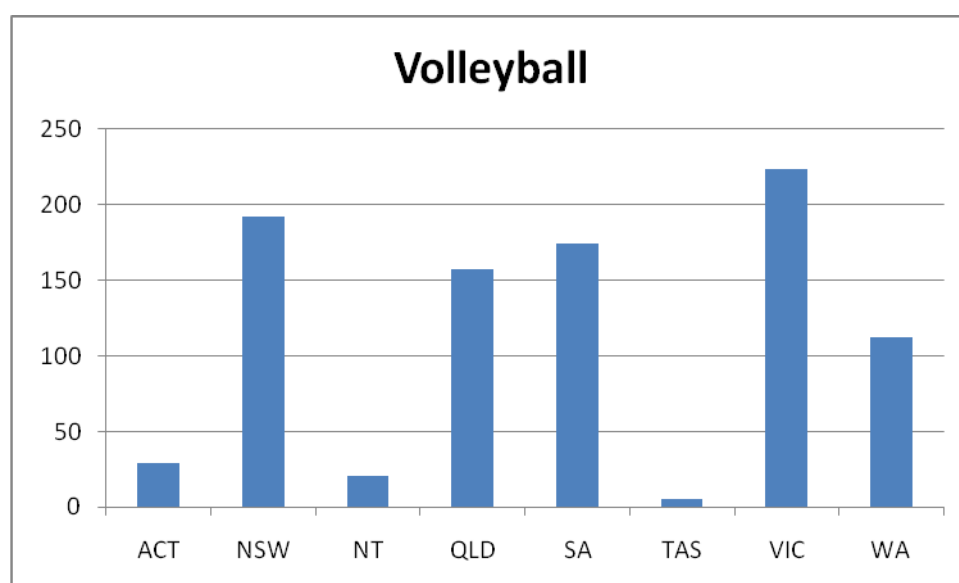


Figure 2: Number of Volleyball programs conducted in each state or territory in 2010

A NATIONAL SNAPSHOT (continued) — VOLLEYBALL IN THE AASC PROGRAM

Programs are delivered at AASC sites by community coaches who are registered with the ASC. These may be teachers, OSHCS staff, secondary or tertiary students, local club, personnel, private providers or family members.

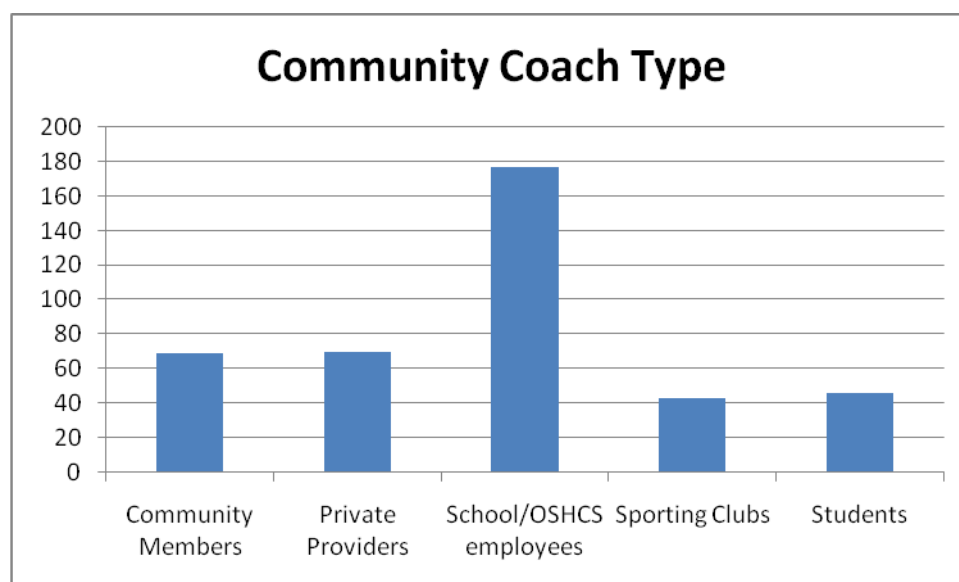


Figure 3: Breakdown of types of Community Coaches delivering Volleyball in 2010

Internal delivery options

In 2010, 44% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 11% of all programs. Appendix A on page 6 shows a list of the organisations that delivered in 2010.

Delivery by private providers

Where affiliated clubs or associations are unable to assist with meeting the demand for delivery, the Regional Coordinator sources private organisations to help extend the reach of the sport. In 2010, private providers were the second most common group of community coaches delivering Volleyball sessions in the AASC program. Examples of private providers that delivered Volleyball within the program in 2010 are provided in Appendix B on page 7.

Schools, OSHCS coordinators and staff regularly vary the types of sports that are offered to AASC participants.

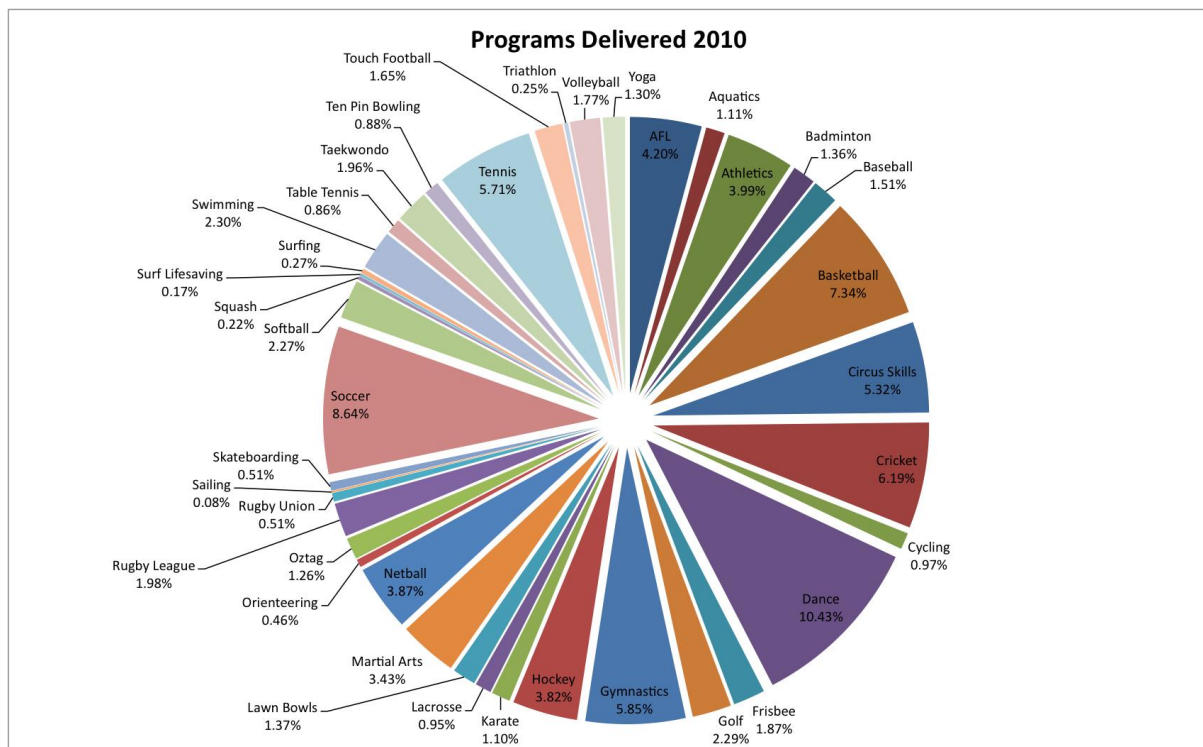


Figure 4 Number of programs by sport in 2010

Figure 4 indicates the sports for which the AASC is providing NSO reports, as well as those sports where the number of programs delivered in 2010 exceeded 200.

APPENDIX A — DELIVERING VOLLEYBALL ORGANISATIONS IN 2010

Coaches Organisation	Region
Volleyball ACT	ACT - ACT 1
Belconnen Volleyball Club	ACT - ACT 2
Volleyball ACT	ACT - ACT 2
Nowra Shoalhaven Touch Association	NSW - Shoalhaven
Citibeach Volleyball	QLD - North QLD Regional Manager
Inala PCYC	QLD - Outer Brisbane West
Toowoomba PCYC	QLD - Toowoomba & Darling Downs (West)
Streaky Bay Area School	SA - Eyre Peninsula
Tea Tree Gully Volleyball Association	SA - Metro East 1 (RM)
Volleyball SA	SA - Metro North 1
Mt Lofty League Volleyball Club Inc.	SA - Murrayland/Adelaide Hills
Life Be In It - SA	SA - Outer South
SS&A Albury Wodonga Volleyball Association	VIC - Goulburn 5 - Wodonga
Mackillop College Swan Hill	VIC - Loddon 4 - Mildura
Macedon Ranges Shire Council	VIC - Metro Northern 6
Chisholm Institute	VIC - Metro Southern 6
Bellbridge PS OSHCS	VIC - Metro Western 1
Airport City Church	WA - Fremantle North
YMCA - Eastern Goldfields	WA - Goldfields North
Albany PCYC	WA - Great Southern - Esperance

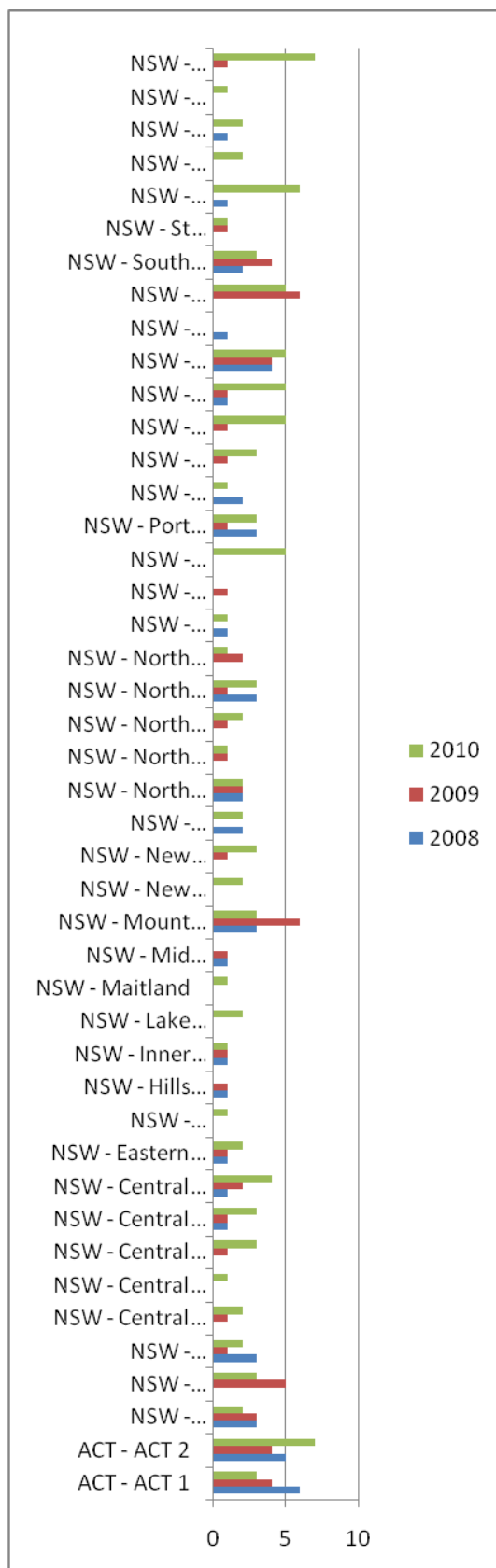
APPENDIX B — DELIVERING VOLLEYBALL PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Basic Lifestyle, Fitness & Defence	NSW - Bankstown
Got Game	NSW - Central Sydney
Sports Kickstart	NSW - Central Sydney
Got Game	NSW - Central West Sydney
Kinetic Kids	NSW - Eastern Suburbs
Muscle Sprouts	NSW - Eastern Suburbs
Fit4Kids Coaching	NSW - Hawkesbury
Good Sport	NSW - Inner West Sydney
Shaker Sports	NSW - Inner West Sydney
Glen Insports Arena	NSW - New England/Upper Hunter
Fit Kids Australia (NSW)	NSW - North West Sydney
Basic Lifestyle, Fitness & Defence	NSW - Parramatta/Fairfield
Good Sport	NSW - Parramatta/Fairfield
Basic Lifestyle, Fitness & Defence	NSW - Penrith/Blue Mountains
Basic Lifestyle, Fitness & Defence	NSW - St George district
Good Sport	NSW - St George district
Kids Sports NSW Pty Ltd	NSW - Sutherland Shire/Georges River
HG Fitness	NT - Darwin
Kelly Sports Ivanhoe	QLD - Brisbane South
Cool Sports	QLD - Logan / Beaudesert
In Motion Health and Fitness	QLD - Logan / Beaudesert
Outside Insports	QLD - Logan / Beaudesert
Cool Sports	QLD - Outer Brisbane West
Cool Sports	QLD - South QLD Regional Manager
Kelly Sports Sunshine Coast North	QLD - Sunshine Coast North
Kelly Sports Sunshine Coast North	QLD - Sunshine Coast South
Fitness For Kids	SA - Metro Inner North
Little Athletes Funtime Sports (LAFS)	SA - Metro Inner North
Fitness For Kids	SA - Metro North 1
Fitness For Kids	SA - North Central
Getting Active (Miles Investors Pty Ltd Trading As	VIC - Barwon 3 - Geelong
Kelly Sports - Geelong	VIC - Barwon 3 - Geelong
TPT Fitness	VIC - Barwon 4 - Geelong (RM)
Kelly Sports - Geelong	VIC - Barwon 5 - Colac
Kelly Sports - Ballarat	VIC - Central 3 - Ballarat
Glen Kirstine Sports	VIC - Gippsland 1 - Morwell
Kelly Sports Berwick	VIC - Metro Eastern 2
Proactivity	VIC - Metro Eastern 2
Active Kids Sports Coaching	VIC - Metro Eastern 3
BM Sports Clinic	VIC - Metro Eastern 3
Kelly Sports Berwick	VIC - Metro Eastern 3

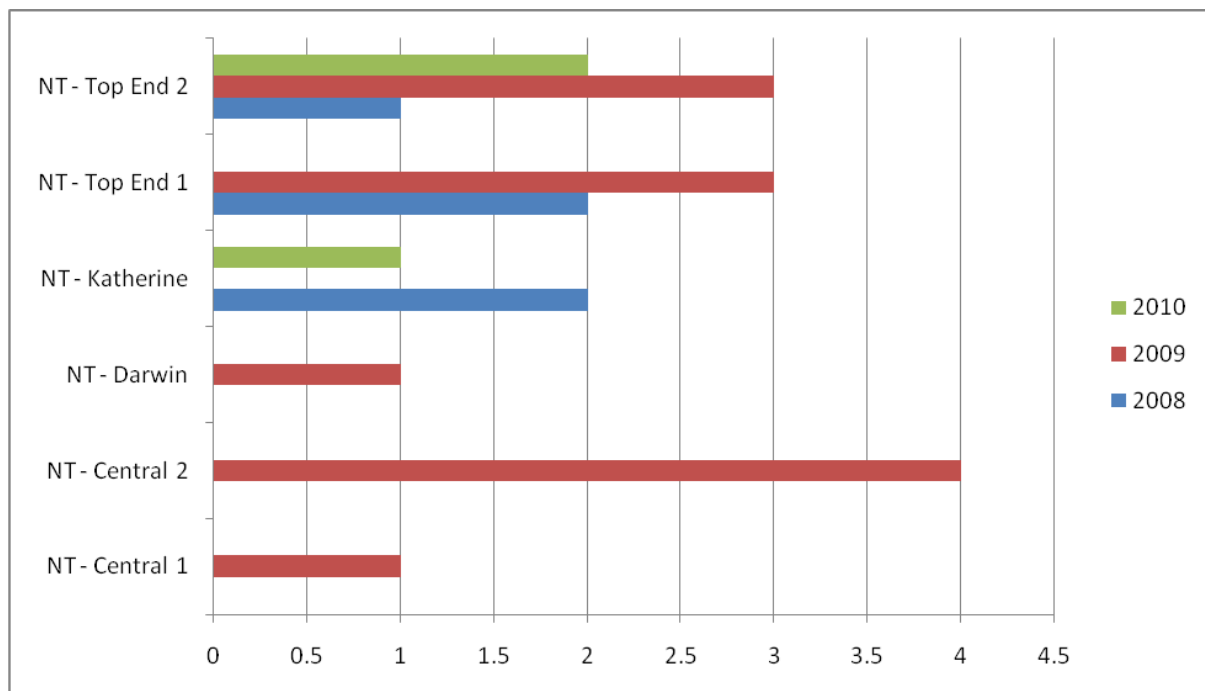
Coaches Organisation	Region
Proactivity	VIC - Metro Eastern 3
Sport Development Services	VIC - Metro Eastern 5
Sport Development Services	VIC - Metro Eastern 6
Kelly Sports Essendon	VIC - Metro Northern 1
Sport Development Services	VIC - Metro Northern 2
Kelly Sports Essendon	VIC - Metro Northern 3
Proactivity	VIC - Metro Southern 6
BM Sports Clinic	VIC - Metro Western 1
Kelly Sports Caroline Springs	VIC - Metro Western 3
Kelly Sports Wyndham	VIC - Metro Western 3
Play 4 Life	WA - Canning East
Play 4 Life	WA - Fremantle North
Play 4 Life	WA - Fremantle Peel
Body Chi	WA - Swan West
Kelly Sports NorthWest Coastal	WA - Swan West

APPENDIX C — REGIONAL BREAKDOWN OF VOLLEYBALL PROGRAMS FROM 2008-2010

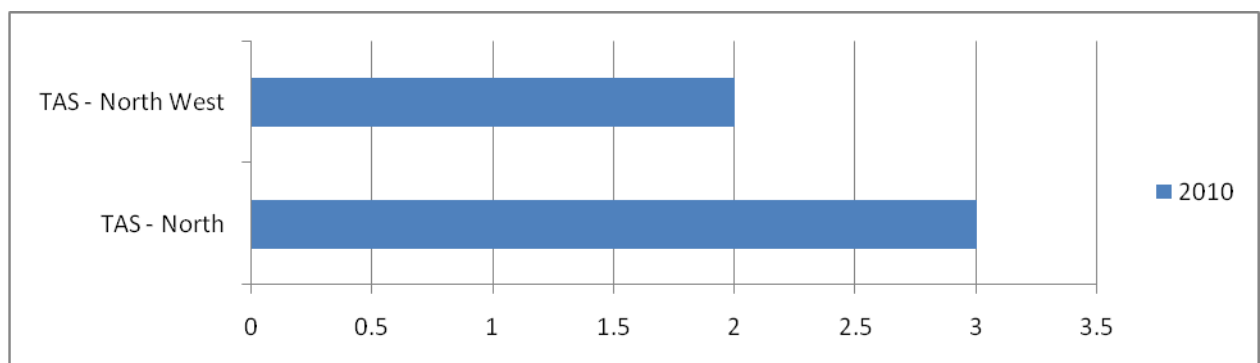
Australian Capital Territory and New South Wales



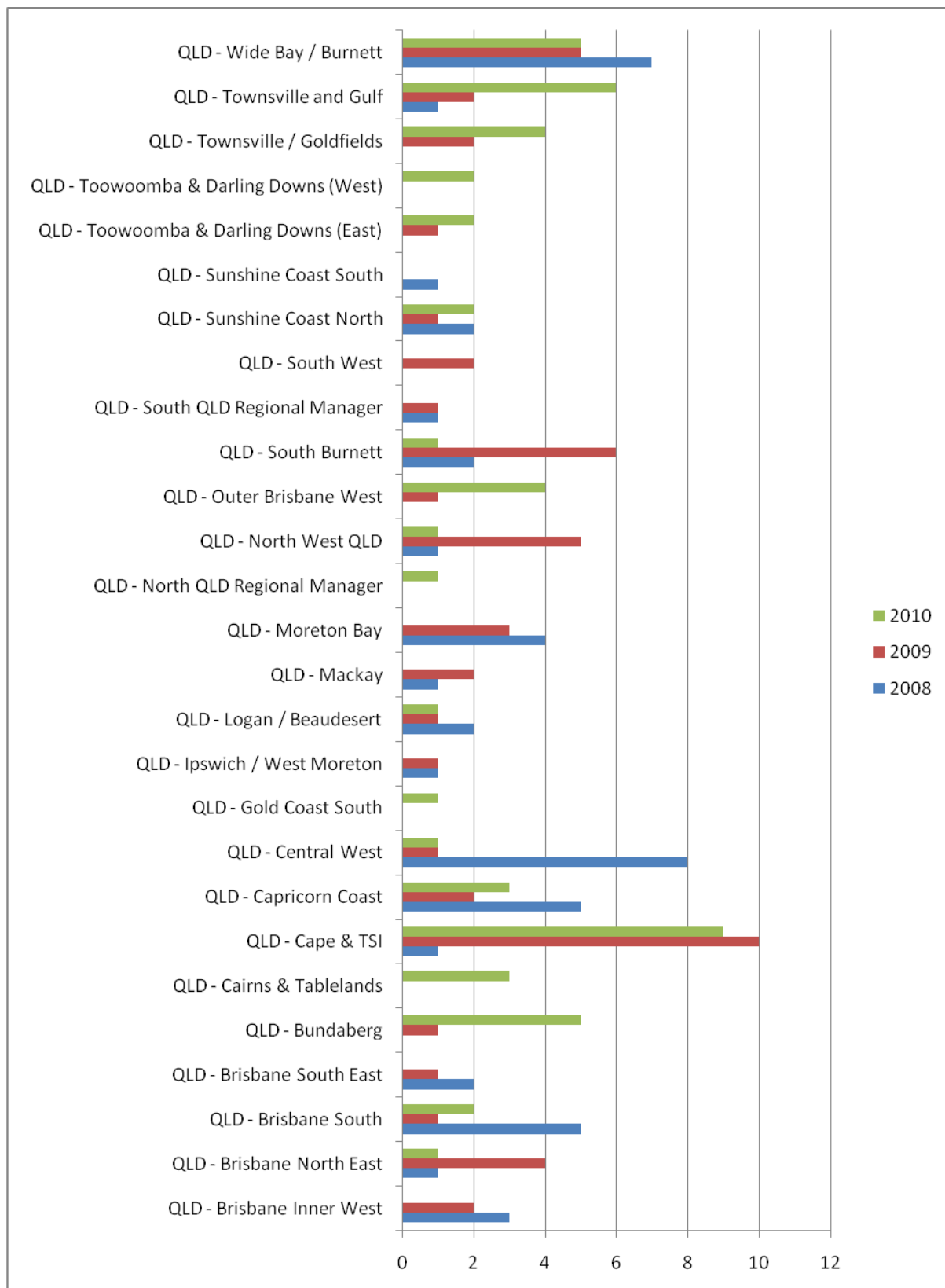
Northern Territory



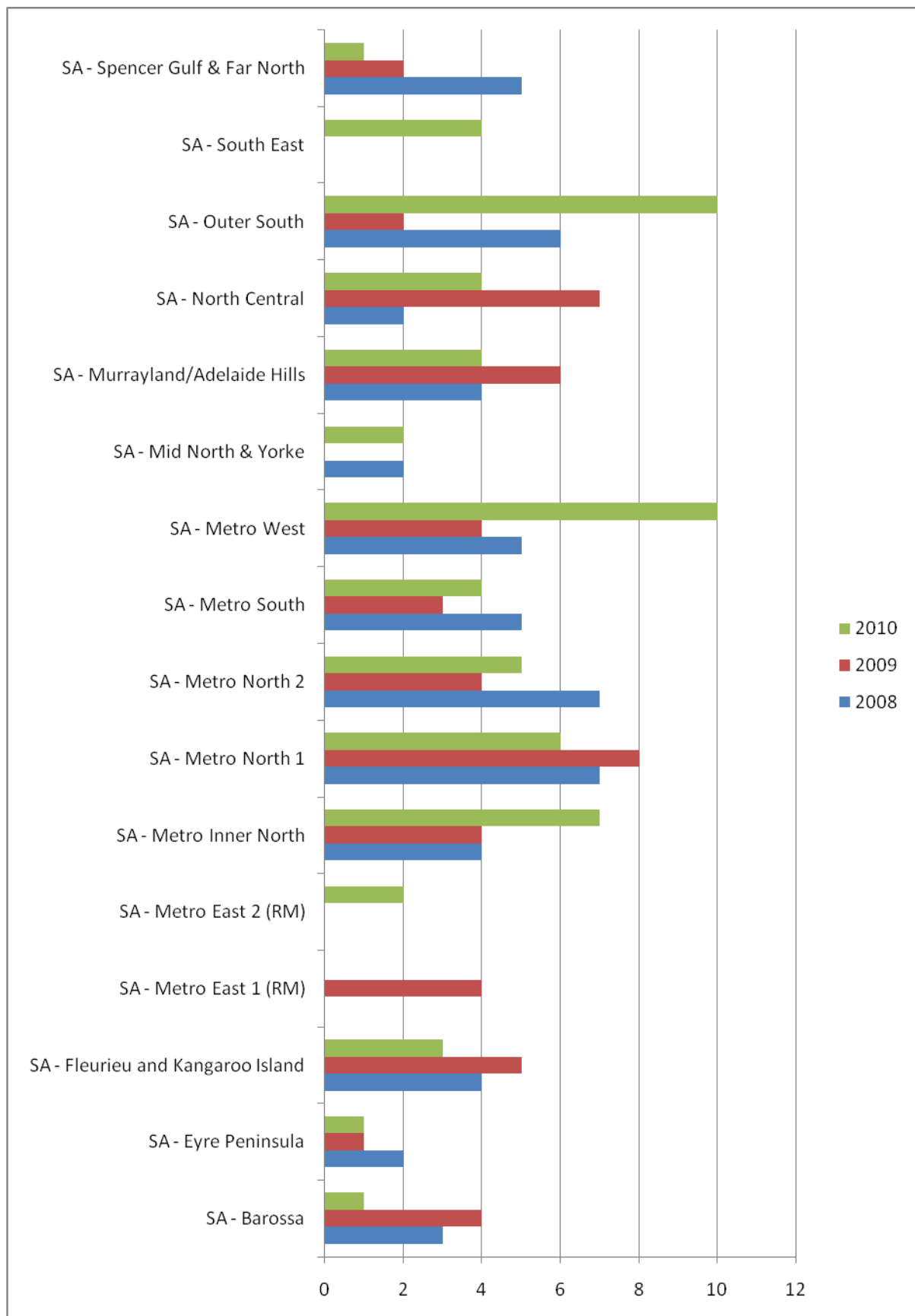
Tasmania



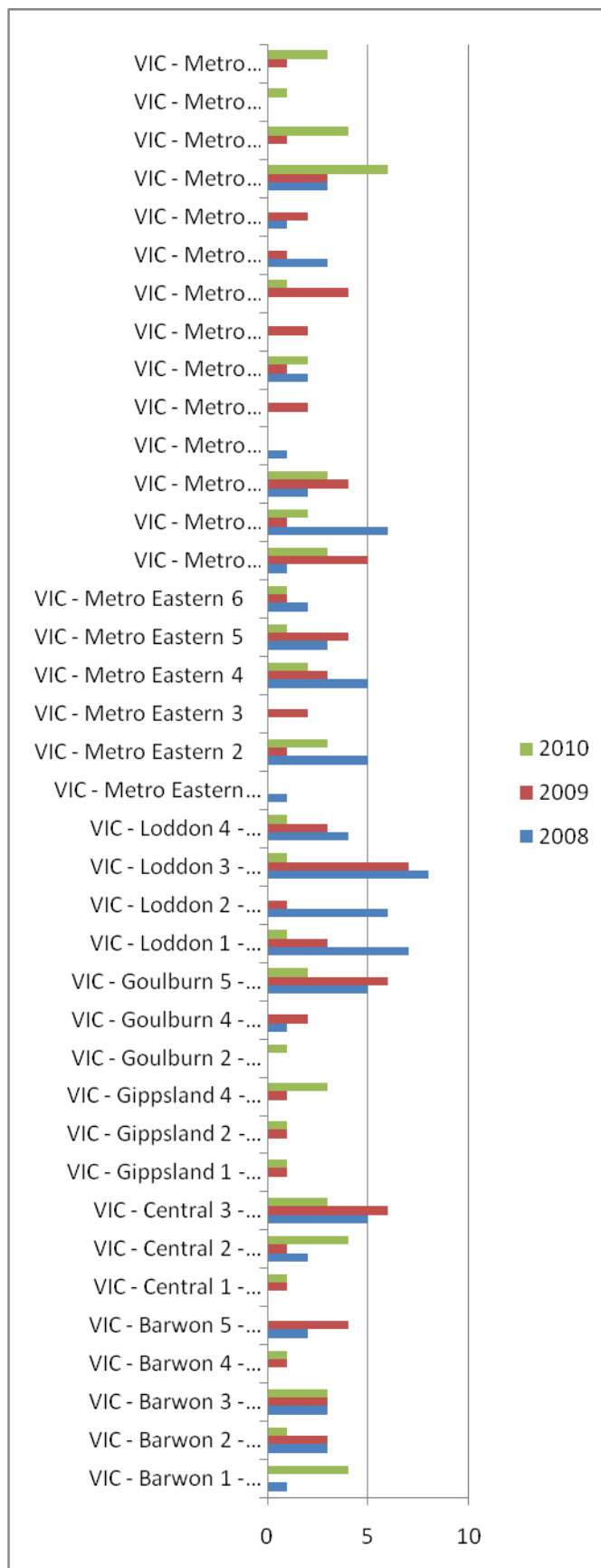
Queensland



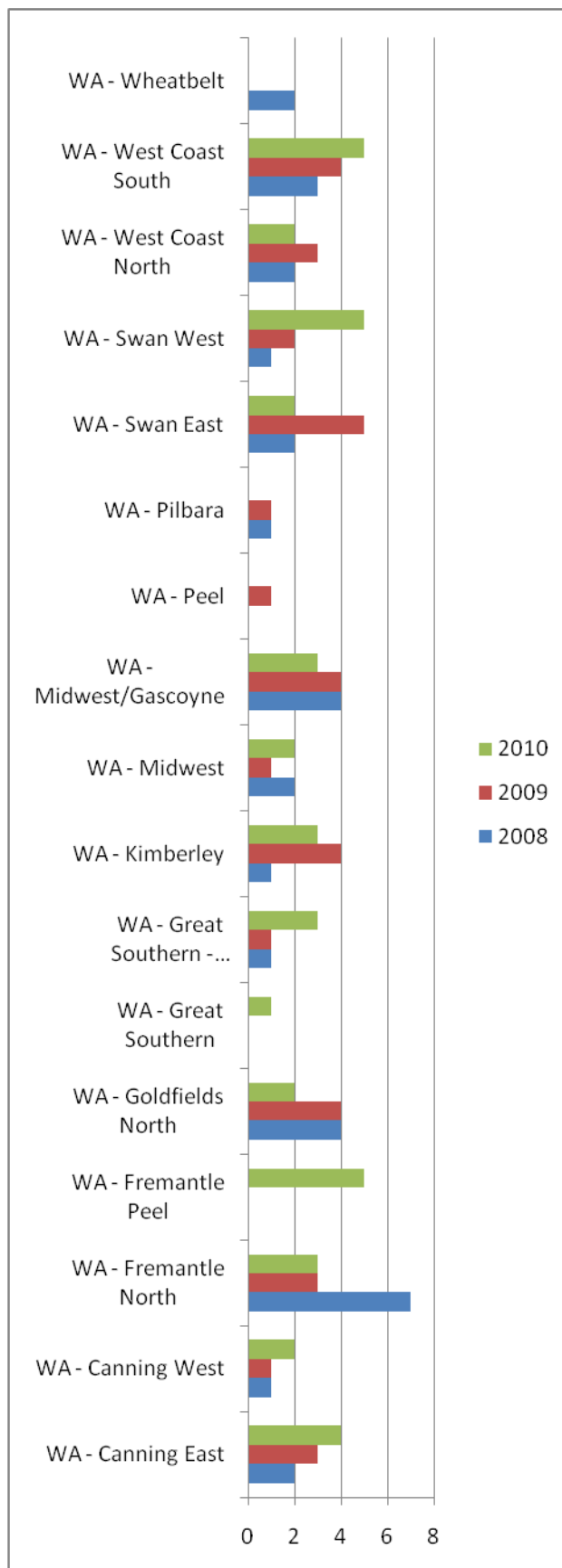
South Australia



Victoria



Western Australia



SUMMARY

I hope you have found this report informative and interesting. We value your participation in the AASC program and would like to further develop our association to help you develop your sport. We encourage you to continue to consider the AASC program as an ideal opportunity to create an awareness of and engagement in your sport, and to promote participation and/or membership in specific regions.

We welcome you to contact the AASC National Office (through my contact details below) to learn further information about the program, to discuss opportunities for ongoing collaboration, or to find local contacts within our national Regional Coordinator network.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Kitty Chiller', with a stylized, cursive script.

Kitty Chiller

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